

JUL -1 1924✓

©CLL 20362✓

WANDERER OF THE WASTELAND✓

Photoplay in✓seven reels✓

From the Story by Zane Grey✓ X

Directed by Irvin Willat

Author of the photoplay (under section 62)✓
Famous Players Lasky Corporation of U.S.✓

"Wanderer of the Wasteland" is 7 Reels—5,775 Feet Long

PARAMOUNT

PRESS

Adolph Zuker and Jesse L. Lasky
An IRVIN WILLAT Production
ZANE GREY'S
"Wanderer of the Wasteland"
with Jack Holt, Kathlyn Williams, Noah Beery, Jr., C. Hull and
A Paramount Picture

PURPOSE: To Help You Sell the

Zane Grey's "Wanderer of the Wasteland" Produced Entirely In Technicolor IMAGINE!

Zane Grey's Most Popular Novel, Filmed in the Gorgeous Painted Desert of Arizona and in Death Valley, California, *Entirely in Natural Colors by the Famous Technicolor Process.*

Wanderer of the Wasteland

A story read by millions of people, produced by the man who made "The Heritage of the Desert," and, above all, the first *modern* all-color picture.

The "gold days" of California and Arizona always furnish interesting drama. The desert holds the secret story of countless human dramas, but Zane Grey wrote a masterpiece when he wrote "Wanderer of the Wasteland."

You've Heard—

What audiences did when they saw the colored sequences in "The Ten Commandments." They sat right up in their chairs and applauded. Technicolor photographed these scenes. And Technicolor has done this production in its entirety!

"Wanderer of the Wasteland" is a strictly out-door picture, but produced against an entirely new background. The new scenic effects will prove a decided innovation on account of their coloring. Everyone knows or, at least, has heard of the beauty of the Grand Canyon. Scenes of the picture were filmed in Red Rock Canyon in the Mojave desert where the rocks and hills have the same beautiful colorings which have been captured to the very shadings by the Technicolor process. Remember, *there is not one black and white sequence in the entire length of the film!*

Irvin Willat has produced many successful pictures. Go over them, and you will find a profit mark behind each and every one of his productions you've played. Leave it to Willat to get every breath of beauty there is in this country and to cut out the false sentiment and other non-essentials that might slow up the picture. Willat used to be Cecil B. DeMille's head cameraman, and he has a camera mind. The photography of his films is always great. And this one in color!

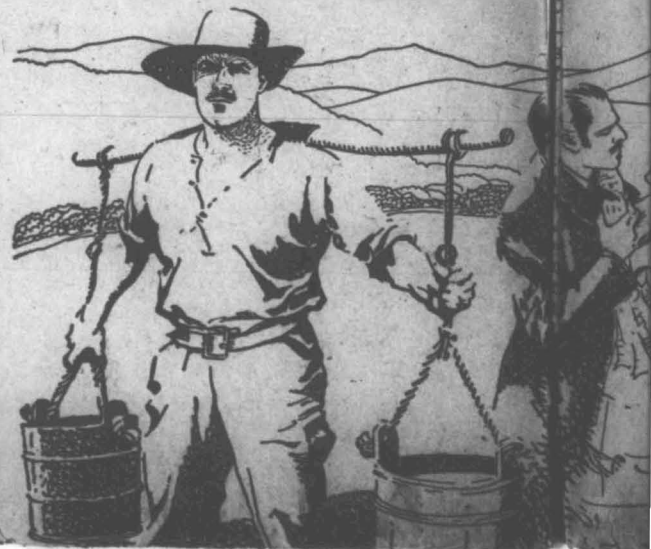
"Wanderer of the Wasteland" was produced under the personal supervision of the author, Zane Grey!

The cast is headed by Jack Holt, an ideal type of Zane Grey hero. As Adam Larey, he is given a great chance to get over the greatest Grey character of them all! Holt fans will flock to see him in this type of story.

Made entirely in Technicolor

YOU'LL forget all about black-and-white movies when you see this picture made entirely in natural colors! Every foot absolutely life-like! And the very scenes of Zane Grey's greatest book as the gorgeous background!

An Irvin Willat Production



Four-Column News

Brief Synopsis

ADAM LAREY (Jack Holt) works at the gold mill, in the picturesque mining town of Picacho. His brother, Guerd Larey, and Collishaw, known as the hanging sheriff, arrive at Picacho and meet Adam. Guerd and Collishaw try their luck at gambling. Guerd is losing most of his money as the boat arrives, and Adam, accompanied by Alex MacKay, superintendent of the mines goes down to the landing. Among the passengers are Mr. and Mrs. Virey and their daughter, Ruth. Adam becomes much interested in the girl, who leaves

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Anything in This Press Sheet May Be Reprinted

SHEET

Jesse L. Lasky present

Willat Production

GREY'S
"the Wasteland"✓

Starring Noah Beery and Billie Dove

With George C. Hull and Victor Irvin ✓

Paramount Picture

You sell the Picture to the Public.

"Wanderer of the Wasteland" Pro- Color, With All-Star Cast

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

Zane Grey's

WANDERER OF THE WASTELAND

PRODUCTION

A
Paramount
Picture

JACK HOLT
KATHLYN WILLIAMS
NOAH BEERY
BILLIE DOVE

PULL OVER RIGHT

You won't have to worry much about this one.

The first full length picture to be done entirely in natural colors—and Zane Grey's greatest story at that. It isn't every day exhibitors get a "Wanderer of the Wasteland."

Here's a story of a man driven into the desert by an unjust persecution, to become a wanderer of the wasteland and an outcast. As an outlaw he finds his real manhood, and the good he does for others gives him the courage to come back to civilization and fight his own fight and win it.

There are some pictures that will make money for exhibitors with little or no exploitation. "Wanderer of the Wasteland" is one of these. Everyone has heard of it. Everyone knows that it is the first real successful attempt at colored motion picture photography. Everybody is waiting to see it. Think how the picture will go over with an advertising campaign behind it!

"Wanderer of the Wasteland" done all in color!

Here's a thought. Commercial photographers have gone in for printing photographs and portraits in color—tinted prints. You could arrange a window display with your photographer. "Come in and get a picture of yourself in color. Then see Zane Grey's 'Wanderer of the Wasteland,' the first full length natural-color motion picture, at the..... Theatre."

Another merchant tie-up idea: "Everything for the WANDERER OF THE WASTELAND." Put this stunt over with the sport and clothing establishments.

And don't pass up the book tie-up. "Wanderer of the Wasteland" is without a doubt the most popular story ever turned out by the author. It ran as a serial some time ago in a leading publication, while the novel itself has sold over a million copies. Being familiar with your own box-office figures, you know what the name of Zane Grey means to your patrons. So play up this angle. Get local dealers to stock up on the book, tying it up with your presenta-

mn Newspaper Advertisement 4A (Mats Only)

Synopsis and Cast

to go to the arrastra (Spanish for gold mill). Adam finds that robbers have captured the mine and are robbing his old friend Dismukes of his gold. He fights off the robbers, and Dismukes plans to leave the desert and enjoy his wealth. He tells Adam of a strange pair living in Death Valley. Larey visits their cabin and recognizes the man and woman as the same people he had met at Picacho.

The wife tells Adam of her troubles. Her husband has hallucinations that Ruth is not

Facts in Tabloid

Featured Players—Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove.

Producer—Irvin Willat, who made "The Heritage of the Desert," etc.

Author—Zane Grey. "Wanderer of the Wasteland" is considered the best of all his novels. Has sold over a million copies.

Scenarists—George C. Hull and Victor Irvin.

Photographed—By Technicolor process, entirely in color.

Support—George Irving, James Mason, Richard R. Neill, James Gordon, William Carroll and Willard Cooley.

Technicolor Process.

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The cast is headed by Jack Holt, an ideal type of Zane Grey hero. As Adam Larey, he is given a great chance to get over the greatest Grey character of them all! Holt fans will flock to see him in this type of story.

Billie Dove, former Follies beauty and a star in her own name, plays the heroine.

Kathlyn Williams, former serial star and the Queen in "The Spanish Dancer," has a big role.

Noah Beery, greatest of all screen heavies, steps out of these characters for once and plays a kindly old desert rat who befriends Holt.

Other big names well known to everyone appear in the strong supporting cast.

Highlights

The love scenes between Jack Holt and Billie Dove are wonderful, and the natural colored photography enhances the beauty of each one. Billie looks her daintiest.

There is one scene in the first part of the production that gives it a great send-off. Jack Holt, pursued by a posse, jumps off a cliff 60 feet high and lands in the sand below. The impact drives his body into the sand and out of sight.

The mine scenes where robbers have taken possession and are making Dismukes, the veteran prospector, do the work of a burro for them will get a great rise out of the fans. They'll be all sympathy for the old miner—and then when Holt comes in and cleans up the bunch—boy, they'll just eat it up!

The avalanche scene, too, is a unique thriller. A shack at the base of an overhanging cliff is destroyed, and two lives are threatened in this tense scene of tragic drama.

Then there's Holt practically overcome by the heat and thirst in the desert. Dismukes comes to his rescue. Holt lives with some Indians until he has strength enough to start out again.

Holt's aimless wandering in the desert is the result of a fight with his brother at the outset of the production when he discovers the latter in his room attempting to rob him. Holt shoots him and, as he believes, kills him. Then when the sheriff threatens to hang Holt, he throws the revolver in his face and hotfoots it to safer regions.

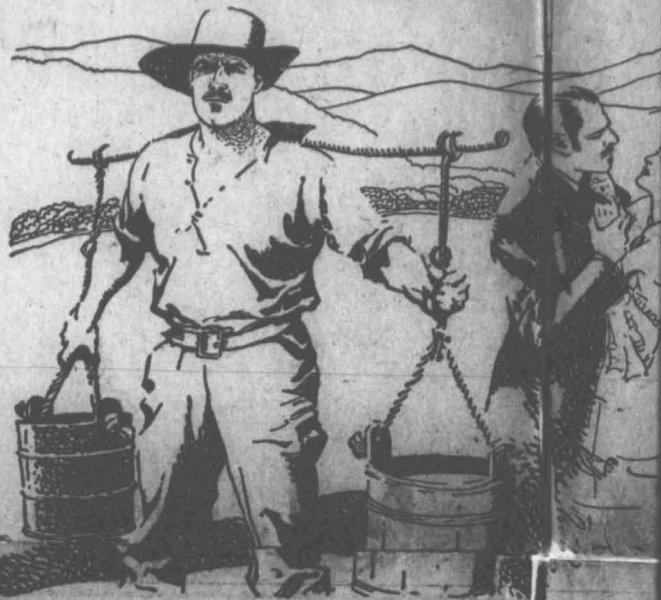
The rattlesnake scene in "Wanderer of the Wasteland" will make 'em shiver for a second. Holt, exhausted, tries to kill a rattler, but the reptile almost gets him instead. This is the real thing.

Holt's final triumph in winning the girl he loves. He returns to give himself up to the authorities to pay the penalty for his crime, only to find that the old town is deserted. He is a free man.

scenes of Zane Grey's greatest book as the gorgeous background!

An Irvin Willat

PRODU



Four-Column News

Brief Synopsis

ADAM LAREY (Jack Holt) works at the gold mill, in the picturesque mining town of Picacho. His brother, Guerd Larey, and Collishaw, known as the hanging sheriff, arrive at Picacho and meet Adam. Guerd and Collishaw try their luck at gambling. Guerd is losing most of his money as the boat arrives, and Adam, accompanied by Alex MacKay, superintendent of the mines goes down to the landing. Among the passengers are Mr. and Mrs. Virey and their daughter, Ruth. Adam becomes much interested in the girl, who leaves on the boat while her parents remain in Picacho, planning to go into the desert.

Guerd, who has lost heavily at gambling, demands money from Adam. The latter refuses. When Adam later enters his room, he finds Guerd and Collishaw robbing him. A fight starts, and Adam knocks out Guerd and throws a pistol in the sheriff's face. Larey makes a break for the desert, thinking that he has killed his brother and blinded the sheriff. Adam becomes the "wanderer of the wasteland."

Without food or water, Larey attempts to cross the desert. His strength fails him, and Dismukes, a kindly old miner, saves him from death. Dismukes hears Adam's story, and sends Adam to some friendly Indians where he remains until he is able to combat the life of the desert. He changes his name to Wansfell. Four years pass, and strange tales are told of the grim justice of Wansfell. Adam travels near Death Valley and finds an Indian dying. The Indian tells him

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Cast

Adam Larey.....	
Magdalene Virey.....	Ka
Mr. Virey.....	
Ruth Virey.....	
Dismukes.....	
Guerd Larey.....	
Collishaw.....	
Alex MacKay.....	
Merryvale.....	
Camp Doctor.....	

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"Wanderer of the Wasteland" done all in color!

Here's a thought. Commercial photographers have gone in for printing photographs and portraits in color—tinted prints. You could arrange a window display with your photographer. "Come in and get a picture of yourself in color. Then see Zane Grey's 'Wanderer of the Wasteland,' the first full length natural-color motion picture, at the..... Theatre."

Another merchant tie-up idea: "Everything for the WANDERER OF THE WASTELAND." Put this stunt over with the sport and clothing establishments.

And don't pass up the book tie-up. "Wanderer of the Wasteland" is without a doubt the most popular story ever turned out by the author. It ran as a serial some time ago in a leading publication, while the novel itself has sold over a million copies. Being familiar with your own box-office figures, you know what the name of Zane Grey means to your patrons. So play up this angle. Get local dealers to stock up on the book, tying it up with your presentation, of course.

Remember "To the Last Man," "The Call of the Canyon" and "The Heritage of the Desert?" Remember the great lobby stuff, cutouts, etc., exhibitors put over on them? They were all Zane Grey stories—stories that made real money. Take a look at the paper prepared on this picture and reproduced on the last page. Pretty nifty, what! Obey that impulse and put "Wanderer" over the top by putting posters over the town. They're doing it, too.

Don't overlook this one, either. It's done just like the production. When they see the beautiful colorings, stereoptic effects, etc., in the few scenes shown therein, you won't be able to chase 'em away from your lobby. The trailer's a real novelty in itself.

Other ideas? Hundreds of them. Some new stunt will pop up every minute. Capitalize 'em by putting them over right.

the strange couple in Death Valley, the avalanche! The river scenes near Picacho are wonders, with their stern-wheelers, bearing hordes of Argonauts to the front door of the great American Desert. Adam's first meeting with Ruth, the girl he loves; the fight with the robbers; the gold mill. These and a hundred others.

Four-Column Newspaper Advertisement 4A (Mats Only)

Synopsis and Cast

works to go to the arrastra (Spanish for gold mill). Adam finds that robbers have captured the mine and are robbing his old friend Dismukes of his gold. He fights off the robbers, and Dismukes plans to leave the desert and enjoy his wealth. He tells Adam of a strange pair living in Death Valley. Larey visits their cabin and recognizes the man and woman as the same people he had met at Picacho.

The wife tells Adam of her troubles. Her husband has hallucinations that Ruth is not his child, and hates them as a mad man would. Larey intends to take the woman out of the Valley the next morning. He is awakened by a terrible noise. The husband is at the top of a slope shoving huge boulders down on the cabin. The woman is caught in the ava-

Cast	
Jack Holt	Jack Holt
Kathlyn Williams	Kathlyn Williams
George Irving	George Irving
Billie Dove	Billie Dove
Noah Beery	Noah Beery
James Mason	James Mason
Richard R. Neill	Richard R. Neill
James Gordon	James Gordon
William Carroll	William Carroll
Willard Cooley	Willard Cooley

lanche, and the husband, losing his footing, is also killed. Larey plans to find their daughter. He locates her in San Diego teaching school. He tells her what has happened at Death Valley. As days pass, Adam lingers, though he realizes he has no right to her love. He confesses his early life in Picacho. Ruth urges him to return and face the authorities. Larey goes back to Picacho and finds it deserted. His brother is still alive, and the sheriff has died a natural death. The law is not awaiting his return. He meets Dismukes, who, finding city life unpleasant, is planning to return to the desert. Adam leaves Picacho to return to the girl—she had promised to wait for him.

In the wastelands, Adam Larey had found his freedom and his love.

Facts in Tabloid

Featured Players—Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove.

Producer—Irvin Willat, who made "The Heritage of the Desert," etc.

Author—Zane Grey. "Wanderer of the Wasteland" is considered the best of all his novels. Has sold over a million copies.

Scenarists—George C. Hull and Victor Irvin.

Photographed—By Technicolor process, entirely in color.

Support—George Irving, James Mason, Richard R. Neill, James Gordon, William Carroll and Willard Cooley.

Type of Story—A colorful love-adventure story of the great Painted Desert of Arizona. The Wanderers of the Wasteland are men who seek their freedom and fortune in the American desert. Men, discontented with the shams of city life, try to forget the past in their quest for gold. The heated sands make beasts of its men, and few live to claim their freedom. Adam Larey (Holt) found himself in the wastelands of the desert.

Theme—Adam Larey, in a row with his brother, seeks him.

Believing himself a murderer and an outlaw, he spends his life roaming in the desert. Years later, through the influence of a girl, he is persuaded to go back and face the punishment which awaits him. He finds his brother is living. He is a free man. The days of wandering are over, and he has won the love of a wonderful girl.

Appeal—Here is a picture built of box-office timber. When there is a plot based on love, action, thrills, romance, adventure and NOVELTY, produced by a director known for his many big successes, you can count on another sure-fire hit with the fans.

Big Scenes—The fight between the two brothers and Adam's headlong flight into the desert; his rescue when near starvation by an old prospector, cared for by Indians; the encounter with



Zane Grey's "Wanderer" ADS THAT WILL GET THE

Your exchange has mats of all the ads and production scenes; also cuts



Jack Holt and Billie Dove in Irvin Willat's production of Zane Grey's "Wanderer of the Wasteland" A Paramount Picture
Two-Column Production Mat 2P

MADE
ENTIRELY
IN
NATURAL
COLORS



Short Shots for Short Spots

The most thrilling of all desert dramas picturized by the man who made "Heritage of the Desert."

The blood-tingling adventures of an outcast who became a hermit of the desert.

All the thrills of *all* the Zane Grey stories packed into a masterpiece.

See the amazing avalanche scene—actually filmed in the Grand Canyon.

You'll forget all about black-and-white motion pictures, when you see this one in *color*!

Special Colored Trailer!

National Screen Service, Inc., furnishes an exquisitely colored Service Trailer on "Wanderer of the Wasteland." Made by the same Technicolor process as the picture itself, and showing some of the most beautiful shots from the production, together with punchy subtitles.

NO EXTRA CHARGE FOR THIS. You get it for the regular Service Trailer price of \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

The following Paramount exchanges have these trailers in stock: New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis and Sioux Falls.

Ask the booker at any of these exchanges.

Or order direct from National Screen Service, Inc., 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles, and 284 Turk Street, San Francisco.

WIRE OR WRITE GIVING EXACT PLAY DATES.

WITH
JACK HOLT
KATHLYN WILLIAMS
NOAH BEERY
BILLIE DOVE

Screen play by George C. Hull and Victor Ivin

Three-Column Newspaper Advertisement

Catchlines for Ads

The drama and beauty of a great story made real through the magic of color.

The miracle of the movies! Realism achieved thru the use of life-like color.

Actually filmed 'mid the rugged magnificence of the West—and *all in color*!

Screen history has been made with this all-color production of Zane Grey's best seller.

In black and white, this adventure-romance would be the greatest of Westerns. In natural color, it's the greatest of ALL pictures.



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
ZANE GREY'S
"Wanderer"

Wanderer of the Wasteland" THE EYE AND THE MONEY

scenes; also cuts of one, two and two-supplementary ads. Price list, Page 4.



ADOLPH ZUKOR & JESSE L. LASKY PRESENT

Zane Grey's "WANDERER OF THE WASTELAND"

AN **Irvin Willat** PRODUCTION

A SUPERB production of Zane Grey's million copy novel. Filmed in the original settings and *every bit of it in natural colors!* As real as life and beautiful beyond description. SEE THIS REMARKABLE PICTURE!

A Paramount Picture



Jack Holt in Zane Grey's
"Wanderer of the Wasteland"
A Paramount Picture

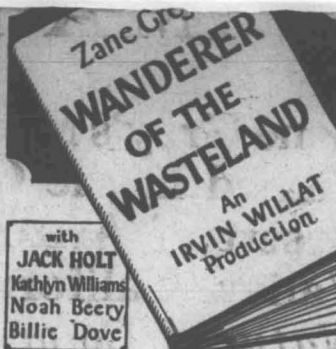
Production Mat 1PB

MADE ENTIRELY IN NATURAL COLORS!



Adolph Zukor and
Jesse L. Lasky
present

A
Paramount
Picture



THINK of it — Zane Grey's masterpiece in color! Every character absolutely life-like, every scene gorgeously real, and the actual Western background in Nature's own colors! Without doubt, the screen's most magnificent photoplay.

One-Column Press Ad 1A



Billie Dove in Zane Grey's
"Wanderer of the Wasteland"
A Paramount Picture

Production Mat 1PA

See also four-column ad on
the front page. Order by
the numbers under cuts.

Imagine—

Zane Grey's
"WANDERER
OF THE
WASTELAND"

in color!

Newspaper Advertisement 3A (Mats Only)

or Ads or Programs

- Story made See Zane Grey's famous story come to life in life's own colors.
- achieved The biggest achievement since the birth of the motion picture.
- magnifi- The remarkable all-color picture which made New York stand up and cheer!
- this all- An all-star cast in an all-color production of this stirring desert-drama.
- romance Thrills and heart-throbs on the sands of the real Arizona desert.
- es.



REST
of
BILL

YOU have never in your life seen anything so amazingly beautiful as this natural-color production. Made by a remarkable new process that brings every hue to the screen as natural as life!

Type Ad

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"Wanderer
of the
Wasteland"**

An **IRVIN WILLAT** production

ZANE GREY'S famous
adventure - romance,
**ENTIRELY IN NAT-
URAL COLORS!** More
than a picture—it's life it-
self!



MADE ENTIRELY IN NATURAL COLORS!

Screen play by George C. Hull and Victor Irvin

Two-Column Press Advertisement 2A

WITH
**JACK HOLT
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NOAH BEERY
BILLIE DOVE**

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- The drama and beauty of a great story made real through the magic of color.

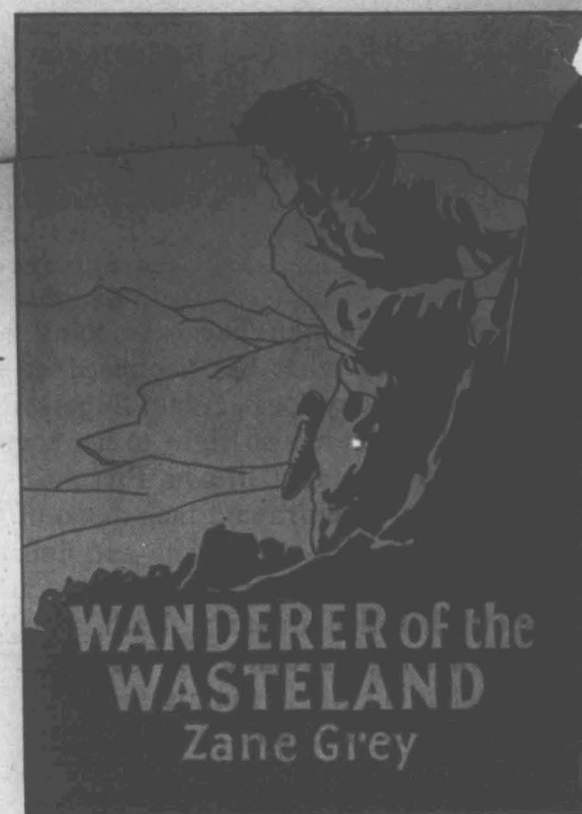
The miracle of the movies! Realism achieved thru the use of life-like color.

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Flashy Four-Page Col



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A Paramount Picture



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A Paramount Picture

Production Mat 1PA

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Type Ad

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Ads or Programs

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The biggest achievement since the birth of the motion picture.

The remarkable all-color picture which made New York stand up and cheer!

An all-star cast in an all-color production of his stirring desert-drama.

Thrills and heart-throbs on the sands of the real Arizona desert.

MADE ENTIRELY IN NATURAL COLORS

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An
IRVIN WILLAT
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A Paramount Picture

WITH JACK HOLT, Kathlyn Williams, Noah Beery and Billie Dove

REST
of
BILL

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OTHER FEATURES HERE

Two-Column Supplementary Press Ad 2AS

Colored Herald

On the left is a reproduction of the herald cover. See the original at your exchange—it's a marvel of rich coloring!

Inside pages contain big scenes from the picture and some expert sales talk.

Back page left blank for theatre name, dates, etc.

Only \$3.00 per thousand.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

ZANE GREY'S
"WANDERER OF THE WASTELAND"

WITH JACK HOLT, KATHLYN WILLIAMS, NOAH BEERY, BILLIE DOVE

A Paramount Picture

An IRVIN WILLAT production

THE color film perfected at last! Life-like color that brings absolute realism to the screen and glorifies the art of the motion picture a thousand-fold. See Zane Grey's best story LIVE upon the screen!

Other
features
here

THEATRE NAME

Two-Column Supplementary Press Ad 2ASX



Zane Grey's "Wanderer" GET THE PAPERS TO PR

Clip the stuff you want on this page and send it to the editors. Addi

Coloring 'Wanderer of the Wasteland'

By Irvin Willat

(Whose latest production for Paramount, Zane Grey's "Wanderer of the Wasteland," comes to the..... Theatre next..... Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove are featured in the cast.)

COLORED motion pictures are going to occupy the same place in the film world that colored printing is taking in the publishing field. The time is rapidly coming, when there will be a public demand for colored films. They will be classified in the minds of picture patrons as the art product of the industry, and the resulting competition will bring about their widespread use.

My predictions are based on recent experience in the filming of Zane Grey's story, "Wanderer of the Wasteland," entirely in color. This is the first time that Paramount has ever produced a picture in this way, although it has experimented with tints and in "The Ten Commandments" many of the Biblical episodes were done in full color by Cecil B. DeMille.

Many prejudices have retarded the development of colored pictures. There has been the impression that they were tiring on the eyes, that they detracted from the interest in the story, that the colors were not true to life, and that there were expensive technical difficulties in the actual handling of the film in exchanges and theatres. These are due largely to the early troubles of handling the first experimental color films. I am convinced that the process has now been developed to a point where it might be said that it has arrived.

Working on Schedule

The first problem about which there was speculation was production. Production schedules have to be followed closely in these days of big scale picture making in order to prevent the expense from becoming prohibitive. This proved to be no problem at all. The picture was made in six weeks as scheduled, despite the fact that a remarkable amount of travel was involved.

Five of the six weeks were spent on location and some of the places visited were so hard to reach that the players had to live in the open without even the shelter of tents. Scenes were made at Picacho, Cal.; the Sand Desert near Yuma, Arizona; the Great Goshute Desert in the same region; Red Rock Canyon, Cal.; Rio Vista, Cal.; Death Valley, Cal.; and in a section of Los Angeles as well as Hollywood. At Red Rock Canyon the players, Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove and the staff lived in Pullmans and ate in tents alongside the tracks.

All kinds of temperatures, lights, colors and backgrounds—panoramic and close-up—are involved.

Unlike many other attempts to make colored pictures, we chose a story for its dramatic value and kept the dramatic interest in mind throughout. The colors are an added attraction, not an object in themselves. We found that we could use them in artificial studio lights as well as in the open.

Expert cameramen employed by the Technicolor Laboratories accompanied the unit, but the cameras worked so simply that my own cameraman was soon turning a crank.

How It Works

Two films pass behind the lens simultaneously instead of one in using this process. Prisms separate the red and green of the picture. On one film the reds are recorded and on the other the green. When these are combined in the development of the

Director Orders Wife Around for New Picture

Boys! Here's a way to get a word in sideways on the wife!

Become a movie director and have the better half a member of the cast

—then she has no comeback whatsoever.

But to get serious—

Irvin Willat in producing the Paramount picture, "Wanderer of the Wasteland," from Zane Grey's immensely popular novel of the same name, directed his wife, Billie Dove, who is a featured player in the cast along with Jack Holt, Kathlyn Williams and Noah Beery. This is the first time since the marriage ceremony that Billie has appeared under her husband's direction. Those who have seen the picture declare it is her greatest role—bar none.

"Wanderer of the Wasteland," with an all-star cast playing in support of the principal players, opens a days' run at the Theatre next.....

Here's a real rival of "The Covered Wagon", and it's done entirely in color!

All-Color Picture Due

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You've heard about the wonderful colorful photography in Cecil B. DeMille's "The Ten Commandments"? Well, this one's done entirely in color. There's not a black and white sequence throughout the length of the film. Think of it!

Even if it weren't for the great story it really is, you should go see this picture just for the novelty of the thing. Remember, it's the very first really practical all-color production to be shown on the screen anywhere. But it's more than just a novelty—much more. It's Zane Grey's greatest story brought to life. They say you can even see the different shades of sunburn on the players!

Skeptical? Why not take it in?

Zane Grey Story First to be Done in Natural Colors

"Wanderer of the Wasteland,"
New Paramount Picture,
Due Here Soon

THE first motion picture to be done entirely in natural colors is the Zane Grey Paramount production, "Wanderer of the Wasteland," which was produced in the original locale described in the book, the deserts of

Kathlyn Williams, Noah Beery and Billy Dove are featured in the principal roles.

According to Jesse L. Lasky, first vice-president in charge of production of Paramount, "Wanderer of the Wasteland" is Zane Grey's favorite story and the most popular of all the books he has given to the American public.

"In this picture we have used the famous Technicolor process—the same process which proved such a sensational success in the Biblical prologue of Cecil B. DeMille's super-production, "The Ten Commandments." To achieve the best results we went to considerable expense and trouble so that the coloring of the picture might be as near perfection as it is possible to attain. A special camera staff organized by the Technicolor Company was sent from Boston. This staff took with it into the desert all of the intricate paraphernalia necessary for the photographing of color pictures, the entire production company spending several weeks in camp, as practically all of the picture was photographed in the desert.

"Not only because of the color photography but also because of the dramatic story, which Zane Grey has written, we expect 'Wanderer of the Wasteland' to prove one of the outstanding pictures of the year."

"Wanderer of the Wasteland," which will be shown next..... at the Theatre, is a story of the great American Sahara, when men braved unbelievable hardships in their hunt for gold—a hunt, which brought thousands into the desert—a hunt, from which more handfuls returned successful; many never did return at all. The mere fact that this Zane Grey novel sold over a million copies, is evidence enough of the popularity of the story. But when you see the picture, done entirely in natural colors at that, you'll say you never saw anything like it before in your life and be telling the truth.

Playing in support of the featured players is an unusually strong cast, which includes, among others, James Mason, Richard R. Neill, James Gordon, William Carroll and Willard Cooley.

Paper! Paper, Mi

Five years ago a Newsway was killing his paper a busy color. A girl stopped quickly and standing at the cover of a Saturday Evening Post. The girl cover of the weekly attracted his attention.

Down near Washington two people were struggling fame. A young artist was winning renown with his and his model had ambitions. One was the ration of the other.

They were the shabby studio. A nearby corner claimed for their own.

sign.

Flo Ziegfeld was the interested in the girl on the cover. Billie Dove was the and the artist's now famous.

Ziegfeld engaged Miss to appear in his Folies Theatre and New York production and New York production. Picture executives offered engagements and Billie finally deserted New York for Hollywood.

Miss Dove comes to the Theatre next..... as a featured player with Holt, Kathlyn Williams, Noah Beery, in the Zane Grey production, "Wanderer of the Wasteland," directed by Irvin Willat.

The "Percolator," Ve Latest in Auto

A truck whose vital organs digest black coffee supplied ingenious truck driver says thousands of dollars for the Willat company making "Wanderer of the Wasteland" for Paramount.

Willat's troupe, including Holt, Kathlyn Williams, Noah Beery and Billie Dove, featured in the picture, was camped in Death Valley, California, taking desert scenes for the Zane Grey story. When a shooting had been completed, the company hurried to the station miles away, to meet with to Mecca, Calif.

Just before the picture director Willat left the company. A truck carrying cameras and paraphernalia hurriedly followed the conveyance of the station at the station.

"Radiators ran out of water," complained the driver, "and I dumped five gallons of cooked coffee provision stuff. I dumped the radiator and—well, on the 'Wanderer of the Wasteland' be the feature of the Theatre next..... for days.

Circus Methods Used Filming "Wanderer of the Wasteland"

Methods used by the old circus companies were adopted in the filming of Zane Grey's "Wanderer of the Wasteland" for Paramount.

According to the author's statement, locations used for film picture were selected in the country described in the novel.

The motion picture company organized after the model of the old circus of the twenties. It came from place to place in Arizona the Mojave desert with the complete dependence of a caravan. Tents, water supplies and equipment were transported by motorcar.

"Wanderer of the Wasteland" produced by Irvin Willat with Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove in the featured

Advance Press Stories

You Can Get Excellent Publicity by Running a Few of These

Say, folks, did you ever have what the high-brow writers call "a premonition of disaster." You know, a feeling in your bones that something was going to happen, well, that's just the way we feel this minute. If we could afford it we would take out about a million

TRADE MARK

Paramount
Pictures

FAMOUS PLAYERS-LASKY CORP.
ADOLPH ZUKOR—PRESIDENT
NEW YORK CITY

Paper! Paper, Mister!

ive years ago a New York
sy was selling his papers on
busy corner. A gentleman
opped quickly and stood gaz-
at the cover of a Saturday
ning Post. The girl on the
ner of the weekly had at-
tended his attention.
own near Washington Square
people were struggling for
e. A young artist was seek-
renown with his brushes,
his model had dramatic
itions. One was the inspi-
on of another.
They were the shabby little
dio. In the dirty corner they
ined to clean their own. The

Eliminate a few years and view the Beery family making preparations to send their boy to school. Noah Sr

Get Your Local These Original

"Soon all of sleeping Mecca was awake. The crimson glory of the flares brought out the fire department. Of course, all that department members found was our company. And it was three o'clock in the morning, before Mecca would permit itself to tear away from the 'actors' and return to bed."

"Wanderer of the Wasteland," a Zane Grey Paramount production in which Holt is featured with Kathryn Williams, Noah Beery and Billie Dove, comes to the on Irvin Willat directed the production, which was adapted to the screen by George C. Hull and Victor Irvin.

all of the world may see these crea-
tions in the actual colors in which
they were made.

It all comes about when one of the characters in the picture, who lives with his wife alone in the desert, gets it into his head that their daughter, Ruth, played by Billie Dove, who is teaching school in a far distant town, is not his daughter. In a fit of anger in the middle of the night he goes to the top of a slope behind their shack and starts throwing boulders down on-

We had often heard it said that it is fear of punishment that keeps the average tax-payer a law-abiding citizen. Last night we proved to our own satisfaction that there is a good deal of truth in

they were trying to get the eyes, that they detracted from the interest in the story, that the colors were not true to life, and that there were expensive technical difficulties in the actual handling of the film in exchanges and theatres. These are due largely to the early troubles of handling the first experimental color films. I am convinced that the process has now been developed to a point where it might be said that it has arrived.

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Red Rock Canyon, Cal.; Rio Vista, Cal.; Death Valley, Cal.; and in a section of Los Angeles as well as Hollywood. At Red Rock Canyon the players, Jack Holt, Kathlyn Williams, Noah Beery and Billie Dove and the staff lived in Pullmans and ate in tents alongside the tracks.

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How It Works

Two films pass behind the lens simultaneously instead of one in using this process. Prisms separate the red and green of the picture. On one film the reds are recorded and on the other the green. When these are combined in the development at the laboratories in Boston a red filter eliminates everything from the green film except the greens and a green filter eliminates from the red all except the red. The two films are then cemented together so that the finished print shows blues, yellow, orange, gold and straw color as well as shades of red and green. The process of development has advanced so that there is no running of colors into each other.

This technical process is only about two years old, and is advancing so rapidly that when the use becomes more widespread a new technical equipment may be developed in another year.

No Eye-Strain

Looking at the thing from the point of view of the picture patron alone, I can see a great future for colored films. After spending some time in Boston running the "rushes" through and editing this film day after day I couldn't notice any eye strain, and when we ran non-colored prints of the same settings they were amazingly flat in contrast. Instead of standing out, the characters seem to melt back into the surroundings. The story didn't make such a vivid appeal.

Other officials of Famous Players have had the same experience. I asked the production editor, what effect the color had on him, and he said that after the first few minutes of admiring the scenic beauties of the picture he became so absorbed in the story that he forgot about the colors. He noticed no eye strain whatsoever.

This is the ideal that colored pictures have been aiming at. We see colors constantly in our daily life and pictures of life will seem flat without them after this production has received general circulation.

I am convinced that we are about to witness a new era of picture production.

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Skeptical? Why not take it in?

Advance Press Stories You Can Get Excellent Publicity by Running a Few of These

Say, folks, did you ever have what the high-brow writers call "a premonition of disaster." You know, a feeling in your bones that something was going to happen, well, that's just the way we feel this minute. If we could afford it we would take out about a million dollars worth of life insurance. We just know something terrible will happen to us like being killed in the rush or trampled underfoot when "Wanderer of the Wasteland" begins a days' run next at the Theatre.

We've heard so much about this Paramount surprise picture, so many fancy adjectives have been used to describe it that we're beginning to believe that it's too gosh-darned good to be true! Of course, you all know that it's one of Zane Grey's high-powered stories, but we're willing to bet a plugged nickel that you didn't know that it's the first picture ever produced entirely in natural colors!

mean just what we said, the entire production was photographed in color on the original locations described by Mr. Grey in his book. This was done because the scenes are laid in the deserts of Arizona and the only way to get the full value of the story's remarkable setting was to use the perfected Technicolor process. By the holy pink-toed prophet, if the picture is half as good as we think it's going to be, it will be the screen sensation of the year!

Moreover, just to make sure that nothing but death would prevent us from seeing this screen novelty, Irvin Willat, who directed the picture, put most of our favorite actors in the cast. Did you ever see such a line-up as this—Jack Holt, Noah Beery, Kathlyn Williams and Billie Dove?

We only hope that our annual rheumatic attack holds off until we have had a chance to see "Wanderer of the Wasteland."

"Wanderer," Paramount Novelty Picture Coming

"Wanderer of the Wasteland," Zane Grey's greatest story and the most popular of all the books he has given to the American public, is the first full-length Paramount picture to be produced completely in color. This

sensational success in the Biblical prologue of Cecil B. DeMille's super-production, "The Ten Commandments." To achieve the best results we went to considerable expense and trouble so that the coloring of the picture might be as near perfection as it is possible to attain. A special camera staff organized by the Technicolor Company was sent from Boston. This staff took with it into the desert all of the intricate paraphernalia necessary for the photographing of color pictures, the entire production company spending several weeks in camp, as practically all of the picture was photographed in the desert.

"Not only because of the color photography but also because of the dramatic story, which Zane Grey has written, we expect 'Wanderer of the Wasteland' to prove one of the outstanding pictures of the year."

"Wanderer of the Wasteland," which will be shown next at the Theatre, is a story of the great American Sahara, when men braved unbelievable hardships in their hunt for gold—a hunt which brought thousands into the desert—a hunt from which more handfuls returned successful; many never did return at all. The mere fact that this Zane Grey novel sold over a million copies, is evidence enough of the popularity of the story. But when you see the picture, done entirely in natural colors at that, you'll say you never saw anything like it before in your life and be telling the truth.

Playing in support of the featured players is an unusually strong cast, which includes, among others, James Mason, Richard R. Neill, James Gordon, William Carroll and Willard Cooley.

is an announcement of significance to every movie patron because it means that colored photography at last has been perfected for practical purposes. In this picture the Technicolor process was used—the same perfected process that was used in the biblical sequences of Cecil B. DeMille's monumental screen achievement, "The Ten Commandments."

"Wanderer of the Wasteland" is an outdoor picture but with an entirely new background, never before shown on the screen. Scenic comparisons are out of order as the entire production was photographed on the actual locations described in the book, the gorgeous Painted Desert of Arizona and Death Valley, California.

Readers of Zane Grey's stories know that it is a thrilling, adventurous story of the wastelands of the American desert, chock-full of drama, action and romantic love. It was adapted to the screen by George C. Hull and Victor Irvin and was produced under the direction of Irvin Willat.

Jack Holt, in an ideal role, heads the list of featured players, which includes Kathlyn Williams, Noah Beery and Billie Dove.

With such a story, cast and added novelty of a picture entirely in color, it is safe to predict that few will miss seeing "Wanderer of the Wasteland" during its run at the Theatre, where it opens next.....

Players Look Natural in Paramount All-Color Film

Motion picture players will appear at last before the public as they really are. Known to millions of people thru their screen plays, many movie

Holt, Kathlyn Williams, Noah Beery, Billie Dove, Irvin Willat production, Paramount Pictures, Inc., directed by Irvin Willat

The "Percolator," Latest in Auto

A truck which digests black coffee, supplies the driver as he drives, making thousands of dollars for the company, is the latest in auto. Willat's troupe, including Kathlyn Williams, Noah Beery, Billie Dove, and Irvin Willat, featured in the picture, was camped in the desert of California, taking the Zane Grey story. When the shooting had been completed, the company hurriedly packed up and drove to Mecca, Calif.

Just before the picture was made, the rector Willat directed the company. A truck carrying cameras and pan-nicor photographic equipment hurriedly packed up and drove to Mecca, Calif.

"Radiators" are out of the picture, and five gallon cans of provision stuff. I dumped the radiator and well, "Wanderer of the Wasteland" will be the feature of the Theatre next for days.

Circus Methods Used In "Wanderer of the Wasteland"

Methods used by the old circus companies were adopted in the filming of Zane Grey's "Wanderer of the Wasteland" for Paramount. According to the author, the locations used for the picture were selected in the country described in the novel. The motion picture company organized after the model of the old circus of the nineties, from place to place in Arizona and the Mojave desert with the self dependence of a caravan, tents, water supplies and food were transported by motor. "Wanderer of the Wasteland" is produced by Irvin Willat with Kathlyn Williams, Noah Beery, Billie Dove and Irvin Willat in the featured roles.

Grandma's Gow

An exact duplicate of a which Kathlyn Williams' grandmother danced the stately minuet '70's, is worn by the featured player in Zane Grey's "Wanderer of the Wasteland."

For years Kathlyn Williams has been waiting for a chance to wear her mother's gown, but some of the pictures of that period even until she was featured with Holt, Noah Beery and Billie Dove in this Irvin Willat production.

And then, the picture's grandmother was too late. Time and the cherished fragile materials had ravaged an ex-husband. So Miss Williams made by duplicate of the West Coast designers at the Paramount studio.

In this studio, the tints of the picture, even the audiences' own visible "Wanderer of the Wasteland" or "Wanderer." The first picture done entirely shown on the screen of its kind dramatic screen. It's a days of the story of the great American

stars pass up. owing to the recognized appearance of silver sheet, changed appearance of hair and eyes. Coloring in color and white is not registered these alterations photography.

The perfection in appearance used in the production of the color picture of "Wanderer of the Wasteland" will make it a production for Paramount to see their first possible for the colors true favorites on the and eye color to life. Flesh as they are actors are all show players who will appear. derer of the picture will appear coming to the "Wasteland," next the are Jack Holt, Kathlyn Williams, Noah Beery, Billie Dove, Irvin Willat.

Beery, out of the by Irvin Willat.

Percolator," Very Latest in Auto Trucks

ck who vital organs could be supplied by an in-truck driver saved many dollars for the Irvin making "Wanderer of the Wasteland," for Paramount. Williams, Noah Beery featured in the picture in Death Valley, taking desert scenes for the story. When all actual had been completed the way, to meet with a train due, Di-

Willat of the truck and pa-

photog-

curriedly convey-

ation at

out of water," ex-

ed the driver, "and I found a cooked coffee in the elon stuff. I dumped it in the tor and—well, on she came." "Wanderer of the Wasteland" will be featured at the to remain days.

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the Theatre and then was too late to wear time and m cherished costume. agile mat-oths had ravaged the ad an exatals. So Miss Williams ade by des-duplicate of the gown West Coast signers at the Paramount. In this studio. nts of the stance, even the dainty undices down are visible to screen. "Wanderer of the Wasteland" or "Wanderer of the he first pas done entirely in color. hown on ticture of its kind to be y dramatic screen. It's a gripping-ays of the story of the gold-rush great American Desert. tars pass u wing to charecognized among crowds lver sheet,anged appearance off the air and ey. Coloring in complexions, nd white s not registered by black hese alterphotography account for The perfections in appearance. used in filiction of the color process lerer of thing Zane Grey's "Wan-Willat prone Wasteland," an Irvin will make iduction for Paramount, ee their ft possible for the public to colors trueavorites on the screen in nd eye co to life. Flesh tints, hair s they are ors are all shown exactly players w in daily life. Among the derer of so will appear in "Wan-coming to the Wasteland," which is text the Theatre yn Williams are Jack Holt, Kath-ns, Noah Beery and Billie

Jesse James from tales related by his son. A few years later, the stage was calling for 'villains', and Noah and Wallace answered the call. Noah gained fame in "Way Down East," "The Trail of the Lonesome Pine," "The Fortune Hunter," supporting Fred Niblo and other successes. William de Mille, the picture producer, at that time had just finished writing "Strongheart." He cast Noah Beery in the heavy role and Marguerite Abbot as the leading lady. Outside of the theatre, Beery put one over on the hero of the drama. The villain married the leading lady. Noah Beery and his wife finished the season with "Strongheart." They wanted a home, and were tired of hotels and 'taylor' trunks. De Mille suggested that they go West and try pictures. Hollywood claimed them, and hasn't released Noah Beery in twelve years. "Wanderer of the Wasteland," a Zane Grey Paramount picture, pro-

duced by Irvin Willat and coming to the Theatre for a run of days on next, brings Beery to the screen for the first time in a role other than that of a 'heavy'. He plays 'Dismukes,' a likable old desert-dog prospector. Others in the strong supporting cast include Jack Holt, Kathryn Williams, Billie Dove, featured with Beery; James Mason, Richard R. Neill, James Gordon, William Carroll and Willard Cooley. George C. Hull and Victor Irvin adapted the story to the screen.

We had often heard it said that it is fear of punishment that keeps the average tax-payer a law-abiding citizen. Last night we proved to our own satisfaction that there is a good deal of truth in that assertion. Our natural impulse, after seeing "Wanderer of the Wasteland" at the Theatre, was to stand up and give three hearty cheers for Zane Grey who wrote the story, for Irvin Willat who directed this screen masterpiece, for George C. Hull and Victor Irvin who adapted it to the screen, and for the Paramount officials who had the courage to invest a lot of money to attempt something different. More power to them!

"Wanderer of the Wasteland" IS different. It is the first full-length feature to be photographed entirely in color! And if that doesn't make it different then we don't know the meaning of the word. Moreover, if "Wanderer of the Wasteland" isn't a real rival of "The Covered Wagon," we miss our guess. High praise, indeed, but a good many people who

have seen both will agree with us. Zane Grey's story is familiar to many, but for those who have not read the book we will say that it's a story of a man, who is driven out into the desert by an unjust persecution, to become a wanderer and an outcast. The good that he does for others gives him the courage to come back to civilization and fight his own fight and win it. There is virtually every desirable fan interest in the picture—love, thrills, fights, humor—now, honestly, what more does anybody want than that?

And to top it all, there's a tip-top cast of popular players, who actually seem to live the parts they play. Jack Holt achieves a great triumph in his vivid portrayal of the "wanderer", Billie Dove has opportunities out of the ordinary for splendid acting and makes the most of them, Noah Beery again proves he is one of the best character actors on the screen, and Kathryn Williams covers herself with dramatic glory. Don't miss this one on your life!

(Review No. 2)

A chorus of "ohs" and "ahs" punctured the atmosphere last night at the Theatre as an

was our company. And it was three o'clock in the morning, before Mecca would permit itself to tear away from the 'actors', and return to bed."

Jack Holt Tells How He Keeps Fit for the Screen

"A few years ago I exercised by doing a 'daily dozen.' And I found out that the exercise seemed like work and an annoyance. I knew that if I didn't find another way of keeping fit I would soon lapse into the state where I took no precautions at all to preserve my health. "Then a movie news reel gave me my inspiration. I saw a polo game as it was played in New York. "Ever since it has been my game and my best method of exercise. In this instance physical culture isn't a bore. "To keep fit is a problem but the question has a solution in finding some strenuous or fairly strenuous sport which you will enjoy and which will give you the benefits of a gymnastic course. Make exercise a recreation.

world. There is golf, baseball, boxing, tennis, handball, rowing, canoeing, swimming and walking. I am positive that a persistent follower of any of these pastimes has nothing to fear from minor ailments or chronic illnesses. "Wanderer of the Wasteland," a Zane Grey Paramount production, in which Holt is featured with Kathryn Williams, Noah Beery and Billie Dove, comes to the on Irvin Willat directed the production, which was adapted to the screen by George C. Hull and Victor Irvin.

Good Newspaper Reviews

Get Your Local Papers to Print These Original Criticisms

amazed and delighted audience witnessed the unfolding on the screen of Paramount's widely-heralded "Wanderer of the Wasteland." By the time "The End" was flashed on the silver sheet even the most blasé of those present would have been willing to testify that it was the most unusual film offering of the season. It is a pleasure to record that the picture

more tions aroused by the advance reports that had been circulated about it. "Wanderer of the Wasteland," adapted from Zane Grey's well-known story, marks a radical advance in photoplay production in view of the fact that the picture was photographed entirely in color, something heretofore never attempted in a full-length feature. Aside from its novelty, the picture proves conclusively that colored photography, the philosopher's stone of the motion picture world, has at last been perfected for practical purposes.

Zane Grey has reason to feel mighty grateful to Irvin Willat, who directed the picture. Mr. Willat left nothing undone that would insure a de-luxe production. The actual scenes mentioned in Mr. Grey's book—the mountain and desert country of Arizona and Death Valley, California—were used as backgrounds for the swiftly-moving story so that we see Nature's handiwork in all its marvelous gorgeous colorings.

A well-nigh perfect cast was picked to interpret the various roles. Jack Holt makes an ideal hero, Billie Dove is a vision of loveliness, Noah Beery is a "desert rat" and Kathryn Williams has a fine role.

The picture will remain at the theatre until

coming to their individualities. We will first be able to witness this revolutionary improvement in "Wanderer of the Wasteland," produced in color by Irvin Willat for Paramount. Billie Dove and Kathryn Williams, feminine players, who are featured with Jack Holt and Noah Beery, have new personalities in this picture, for they leave a world of black and white in dress and adorn themselves in the marvelous color combinations, which mean as much to women as brilliant plumage does to birds. In designing for "Wanderer of the Wasteland" I had to forget ten years of acquired knowledge. No longer did pastel shades of tan, grey and pink film as a soft white and orange, henna, red, brown and yellow materials film as intermediate shades of black. I was in the position of an artist, who for years had no other colors to work with except black and white, and then was suddenly able to ransack an entire treasure house of tints and gorgeous hues to employ in his craft. So for "Wanderer of the Wasteland" I made costumes for Miss Dove and Miss Williams in the marvelous shades I would normally use in designing for private wear. It was a joyous opportunity and I am awaiting

all of the world may see these creations in the actual colors in which they were made.

Great Avalanche Scene in Zane Grey Picture

Speaking of screen thrills! There's one that ought to leave a lifelong impression on everyone, who sees it down at the Theatre right now. It's the avalanche scene in the Zane Grey Paramount picture, "Wanderer of the Wasteland", which opened at the yesterday and will remain until next. Irvin Willat directed the production, which was adapted from the novel of the same name by George C. Hull and Victor Irvin.

It all comes about when one of the characters in the picture, who lives with his wife alone in the desert, gets it into his head that their daughter, Ruth, played by Billie Dove, who is teaching school in a far distant town, is not his daughter. In a fit of anger in the middle of the night he goes to the top of a slope behind their shack and starts throwing boulders down on to the shanty. The larger rocks carry smaller ones with them and start an avalanche that is a bear for realism. You've never seen anything quite like it before on the screen. As the mad-man stands on the edge of the cliff hurling over the rocks, his foot slips and he hurtles headlong down the precipice and is buried with the cabin under the mass.

Jack Holt, in the role of Adam Larey, has witnessed the whole thing, powerless to do anything. He leaves the desert and looks up the unfortunate pair's daughter and tells her everything and—but why go further, it would only be to spoil an evening of delightful entertainment for you.

If you've read Zane Grey's novel, you'll want to see the picture. But you've read the book!

you'll go see the production anyway, when we tell you that the picture is done entirely in color. And when we say entirely, we mean just that.

(Review No. 3)

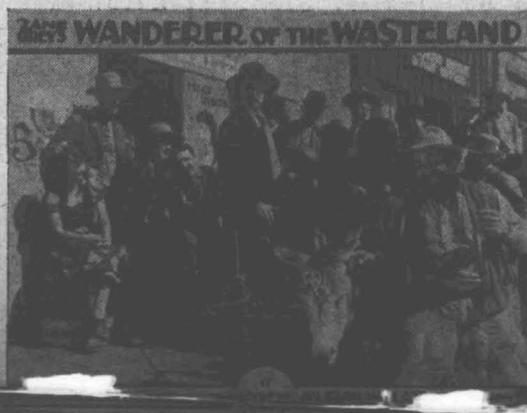
The outstanding features of Paramount's "Wanderer of the Wasteland," which had its first showing last night at the Theatre, are the all-color photography and the flawless acting of a superb cast. This Zane Grey story has lost none of its vitality by its transfer to the screen. As a matter of fact, under the capable direction of Irvin Willat, the picture brings out with effective vividness all the dramatic strength of the story. Of course, the fact that it was made entirely in color—there isn't a black and white sequence in the entire feature—on the actual locations described in the books adds to its realism and pictorial beauty.

All of the featured roles are in the able hands of excellent players. Jack Holt's characterization of the title part is a notable one. Billie Dove fits perfectly into the picture; Noah Beery does a splendid bit of character acting, and Kathryn Williams, as usual, does very good work..



Zane Grey's "Wanderer" USE THIS MATERIAL AND

"If It's Worth Running, It's"



It's Color INSERT C

Insert cards are the ha
of the poster family
find a dozen differe
for them. And 'r



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING POSTERS (as illustrated on this page)	
One Sheet (1A and 1B).....	.35
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 (Colored).....	.20

FOR NEWSPAPER AND ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column) (Two Styles).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10

Supplementary (Two Column) (Two Styles).....	.10
Three Column (Adv. Only).....	.15
Four Column (Adv. Only).....	.25

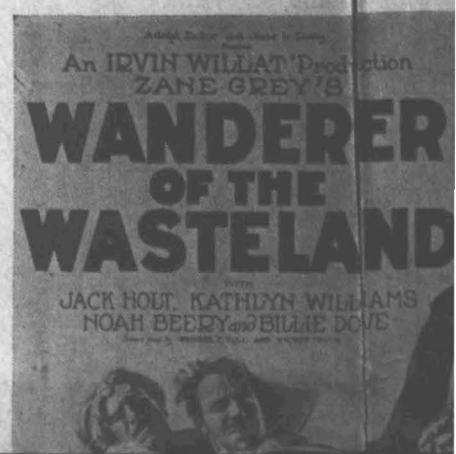
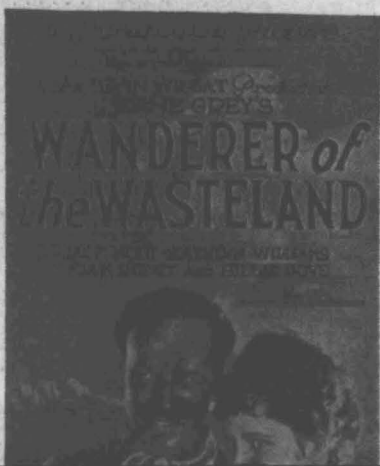
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Heralds, per thousand.....	3.00
Window Card.....	.67

Announcement Book.....	.10
Publicity Photos, Each.....	.10

Trailers—National Screen Service,
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco.

Press Books and Music Cues are Gratis.

Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



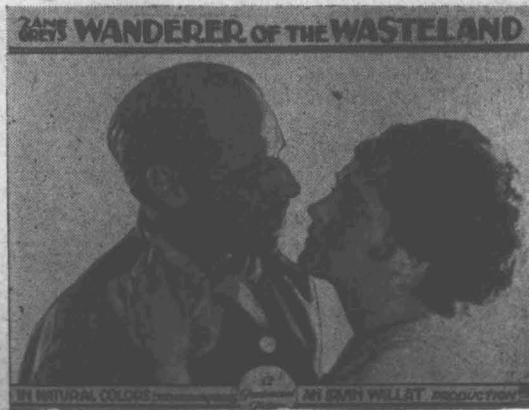
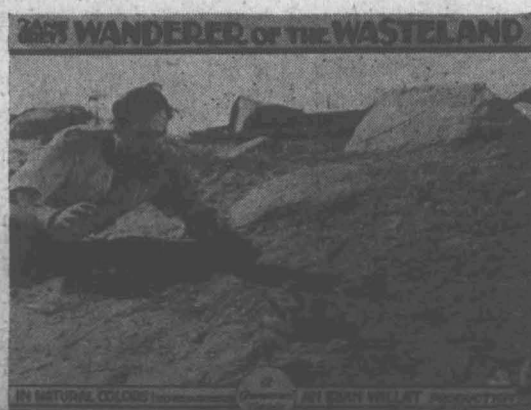
Wanderer of the Wasteland" AND CORNER THE CROWDS

ning, It's Worth Advertising"



's Colored RT CARD

ards are the handy men
poster family—you'll
dozen different uses
a. And they're cheap!

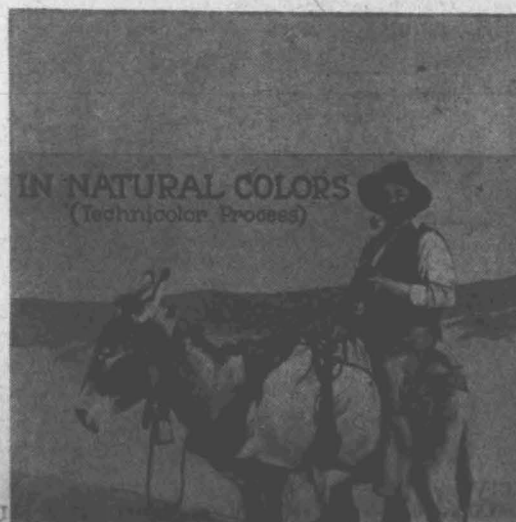


COLORED LOBBY PHOTOS—EACH 11" x 14"

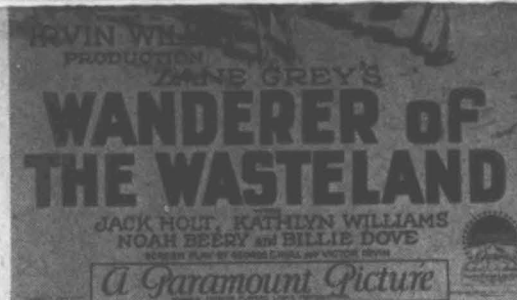
WINDOW CARD

On the right is a reproduction of
the window card on "Wanderer of
the Wasteland."

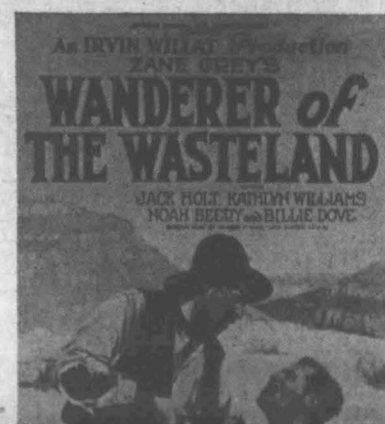
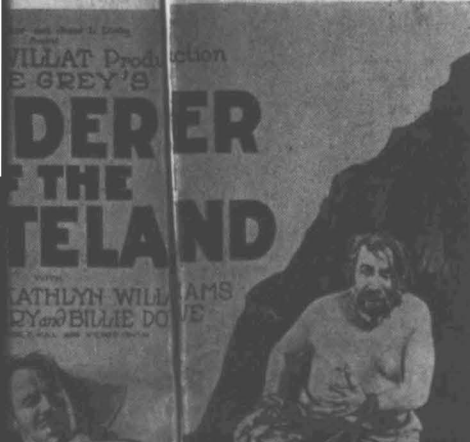
The original is a beauty—strikingly
colored and a positive eye-
catcher.



At 7c apiece—less in large quan-
tities—you'll surely want a lot of
them to distribute in your local
stores.



Put the picture over the top by
putting posters over the town.
Here are real business-getters!



SET OF EIGHT COLORED LOBBY CARDS

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Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 (Black & White) (Colored).....	.40

For Newspaper Ads ADVERTISING CUTS	
One Column.....	.25
Two Column.....	.45
Supplementary (Two Column) (Two Styles).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10

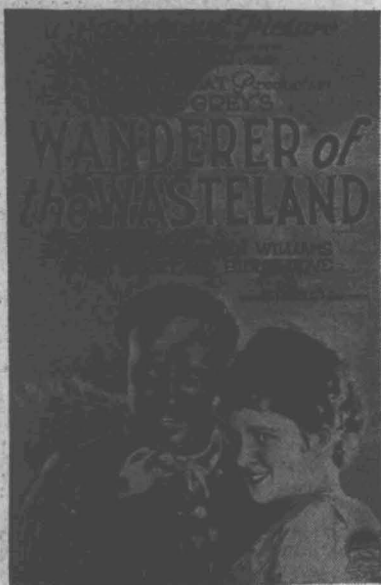
Supplementary (Two Column) (Two Styles).....	.10
Three Column (Adv. Only).....	.15
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FOR GENERAL EXPLOITATION	
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Heralds per thousand.....	3.00
Window Card.....	.07
Announcement Signs.....	.15
Publicity Photos, Each.....	.10
Trailers—National Screen Service,	

125 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

Press Books and Music Cues are Gratis.

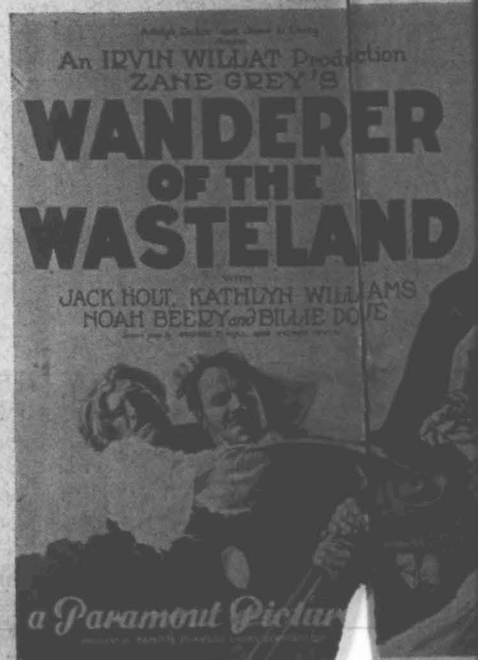
Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



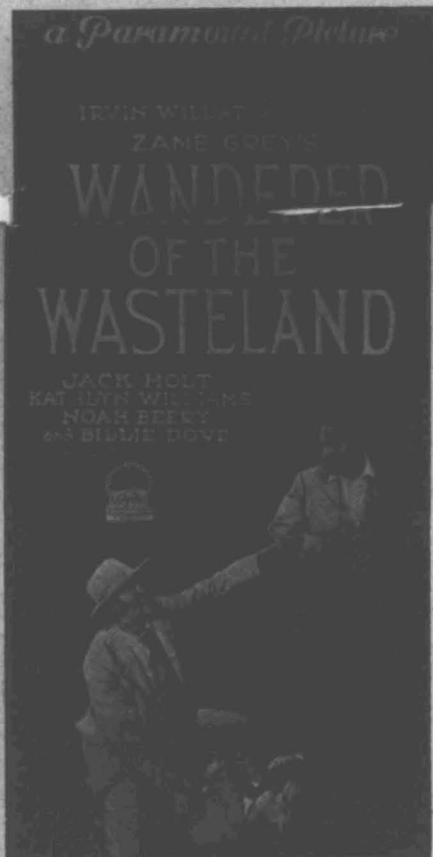
One-Sheet Poster 1A



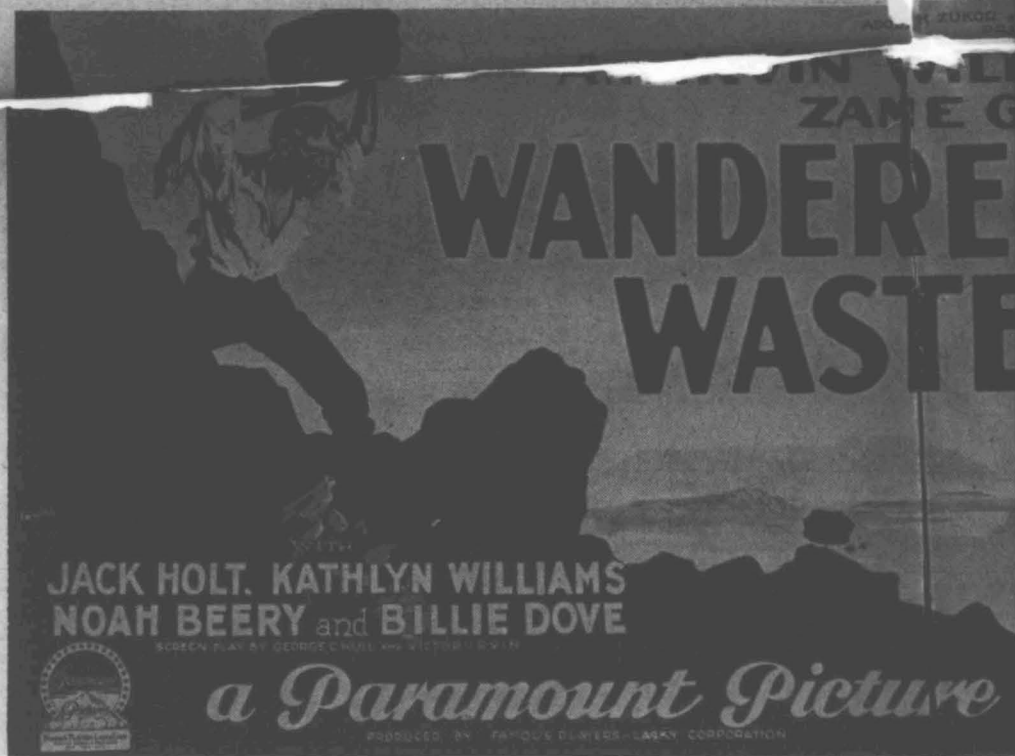
Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



Three Sheet Poster—3A



Twenty-four Sheet Poster 24A

COLORED LOBBY PHOTOS—EACH 11" x 14"

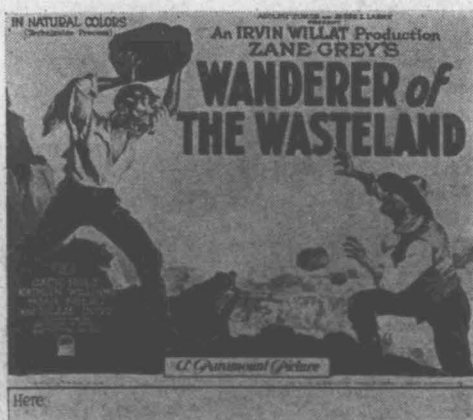
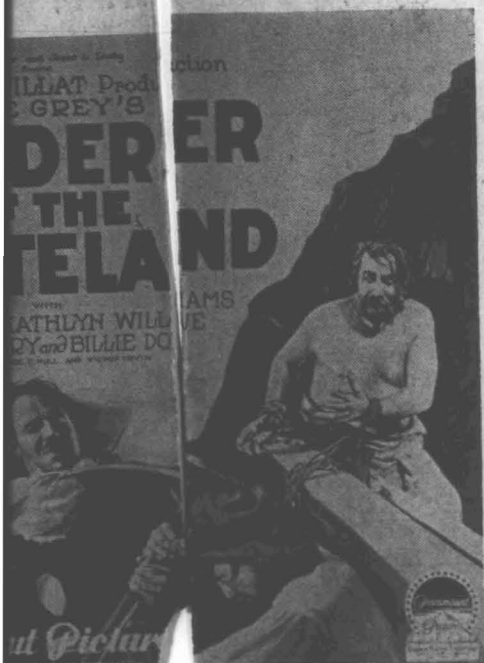
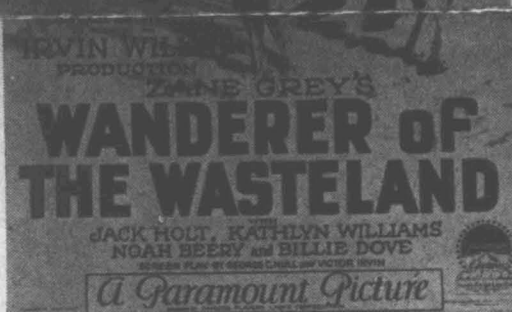
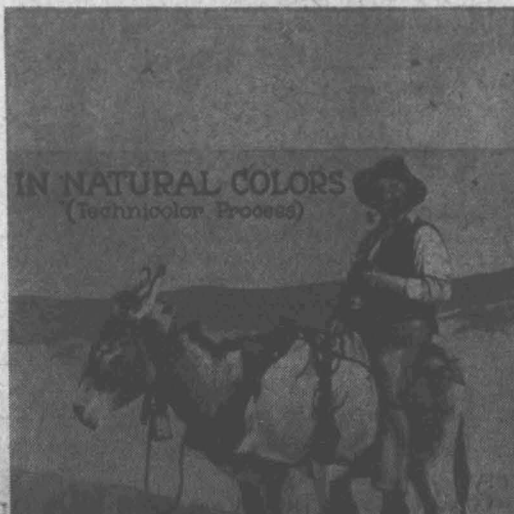
WINDOW CARD

On the right is a reproduction of the window card on "Wanderer of the Wasteland."

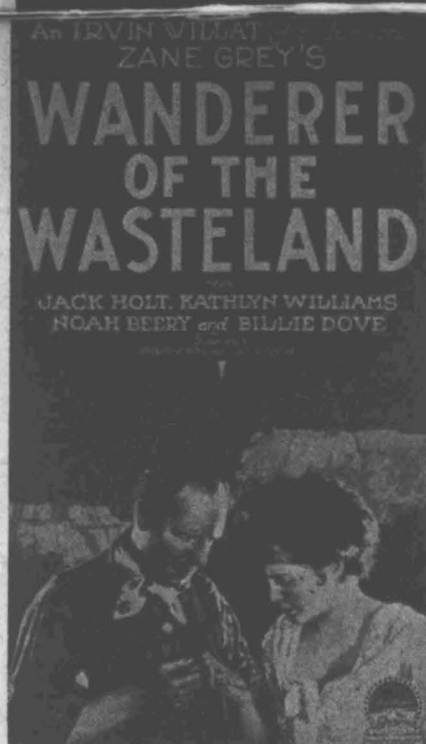
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores.

Put the picture over the top by putting posters over the town. Here are real business-getters!



One-Sheet Poster IB



Three Sheet Poster—3B

Twenty-four Sheet Poster 24A

This document is from the Library of Congress
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The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



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